




















# Sharing Information on Progress First Organizational SIP Report (2017-2019)

## IMT Business School

*A Premier Business School in the UAE*

The IMT Business School was founded in 2006, and within a short span of time has emerged as a leading business school in the region offering high-quality business programs. IMT Business School is the only independent business school in Dubai accredited by the Ministry of Education – Higher Education Affairs, UAE (MOE – HEA), UAE. With a high-quality curriculum, world-class faculty, outstanding infrastructure, and facilities, students at IMT Business School experience a unique and conducive learning environment. One of the key advantages of our academic programs is the strong industry interface students get through continuous interaction with the local industry via internships, company projects, and panel discussions.

 <b>1000+</b> Alumni	 <b>100%</b> Ph D. Faculty	 <b>26+</b> International Partners	ACCREDITED BY CAA MINISTRY OF EDUCATION - HIGHER EDUCATION AFFAIRS, UAE (MOE - HEA)	 وزارة التعليم العالي والبحث العلمي HIGHER EDUCATION AFFAIRS, UAE	 EQUIS ACCREDITED WE SUPPORT
 <b>21054</b> sq m Campus	 <b>100+%</b> Within 6 Weeks After Graduation	 <b>5</b> Double Degree Partners			 INSTITUTE OF CHARTERED SHIPBROKERS
					 HIGHER EDUCATION AWARDS 2019 Best Internship Placement
			 gbns Global Business School Network	 Arch University SELECTED	 PRME an initiative of the United Nations Global Compact

### Period covered by this SIP Report

From: June 2017

To: June 2019

1 July 2019

To our stakeholders:

*As the CEO of IMT Business School, Dubai, I am pleased to reaffirm our institution's support to PRiME—Principles of Responsible Management Education and its six principles in the areas of education, research, and engagement. This document presents our Sharing Information on Progress (SIP) report. We welcome feedback on its contents.*

*In this Sharing Information on Progress (SIP) report, we describe the actions that our organization has taken to support the PRiME and its principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.*

*IMT Business School is leading the pack amongst higher education institutions in the region. We were the first such institution in Dubai to become a UNGC signatory, and our achievements and contributions since then mount, week by week. We are especially proud to report that we have made inroads into virtually all of UNGC's 17 Sustainable Development Goals over the brief period covering our membership.*

*In Part III below, we include our achievements and progress against the six Principles of Responsible Management Education. We believe that our noteworthy accomplishments show that one educational institute can make a difference.*

*As we drive towards enhancing our contributions to PRiME and making our institution a worthy UNGC role model and demonstrate greater leadership and influence in the region, we are implementing sustainability in our own operations; and are working hard to ensure we are developing the knowledge and skill to continue to do what we are committed to doing with respect to the principles and sustainable development goals of PRiME and UNGC. As part of our mission – Nurturing #NextGenLeaders, we have re-designed our academic programs on sustainability to achieve this mission.*

*Sincerely yours,*

*Kaustubh Kashyap  
Chief Executive Officer  
IMT Business School Dubai*

## Part I. Introduction

Here, we will summarize the contents and make a few bold statements about IMT.



IMT Dubai is deeply committed to sustainability and leading the charge in the MENA Region to make the world a better place today and ensure a bright future for the next generations. IMT Dubai has already signaled its commitment by becoming a signatory of the United Nations Global Compact (UNGC) and PRiME (Principles of Responsible Management Education). In joining these international communities, IMT Dubai agrees to strive toward achieving gains against the UNGC's 17 sustainable development goals and deliver on PRiME's six principles.

**PRiME** Principles for Responsible  
Management Education  
an initiative of the United Nations Global Compact

In less than one year, IMT Dubai has already made visible progress in the areas of sustainability and environmental awareness and is laying the groundwork for greater achievement in the coming years. As a few examples, the institute is showing commitment to sustainability and environmental protection by installing a solar energy system that will significantly reduce carbon emissions and serve as a focus for associated educational programs. IMT Dubai has become the Knowledge Partner of the Dubai Green Schools program and will be increasingly supporting school initiatives across the Emirates. January 2018 saw over 60 regional schools coming together at IMT Dubai campus for an afternoon of learning, dialogue, and community-building at the Green Schools Program formal kick-off.

From our website: <https://www.imt.ac.ae/ethics-responsibility-sustainability/>

IMT Dubai Commits to the Six Principles of the UN Global Compact PRiME Initiative—  
Principles for Responsible Management Education

## Six Principles

As an institution of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation of the following Principles. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



**Principle 2 | Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



**Principle 4 | Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



**Principle 5 | Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.]



**Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

We include this as part of the introduction and a “framing” for the later content to be provided.



Here a photo of our most-recent PRiME regional meeting hosted by IMT Dubai.

## Part II. Institutional Context

IMT Business School Dubai was established in the year 2006 as a private (FZ-LLC), self-funded, standalone business school in the United Arab Emirates offering the Master of Business Administration. IMT Dubai has successfully added Executive MBA and BSBA / BBA programs to its offerings. All of the programs offered by IMT are accredited by the Ministry of Education, UAE. IMT is also licensed by the Knowledge and Human Development Authority (KHDA) of the Dubai Government. Currently, these are the two highest accreditations / licenses that an academic institution in Dubai can attain. IMT comes under Dubai International Academic City (DIAC), a free zone managed by Dubai Creative Clusters Authority, which is owned by TECOM Group.

The mission of IMT Business School Dubai is to develop young leaders and professionals who are business ready, socially responsible and aware of challenges such as sustainability, ethics, environment and multi-cultural societies. In that spirit, it is committed to engage in high quality teaching and contemporary research.

The mission of IMT Business School Dubai is to develop young leaders and professionals who are business ready, socially responsible and aware of challenges such as sustainability, ethics, the environment and multi-cultural societies.

Over the years, IMT Business School Dubai has grown into a premier business school in the region offering MBA, Executive MBA and Bachelors in Business Administration (BSBA) program. The institute is located in Dubai International Academic City (DIAC) in a sprawling state of art campus spread over 250,000 square feet. Over the past twelve years, IMT graduates have been employed in a variety of international business sectors in both the United Arab Emirates and beyond.

IMT Business School Dubai is committed to the development of the 21st Century skills that businesses require to stay competitive in the increasingly dynamic international business environment. This is reflected in the pedagogical innovations that drive course design at IMT, and the real-world orientation that combines academic study with industry engagement activities such as immersions, internships, live-projects, and panel discussions throughout the calendar year. Of particular relevance and impact, as showcased in this SIP, are the achievements and learning generated in and by the Sustainability Development Committee of

IMT Dubai Business School, one of many Committees, Clubs, and Student Organisations (CCSOs). Through the work students do in these CCSOs, they develop and are assessed in skills and dispositions across twelve areas, including Service to Community, Global Citizenship, and CSR and Professional Ethics.

### **Part III. Implementation of PRiME's Six Principles**

During the first two years of IMT Business School Dubai's membership in PRiME, we have led and participated in a wide variety of initiatives aimed at (1) developing student skills and dispositions towards global leadership for social responsibility and sustainability and (2) becoming a greater institutional steward and more influential force in the region for social responsibility and sustainability. Many of the initiatives in which our students, faculty, and staff have been involved are listed below, keyed to the PRiME principle to which they apply. One of our newest and biggest initiatives is the IMT Business School Dubai Leadership Passport program. Involving all undergraduate and postgraduate day scholars, the program encourages and rewards students for planning, participating in, and leading events and activities that build and / or demonstrate global citizenship competencies.

#### **Principle 1: Purpose (Student Capabilities)**

*We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

Inclusion of sustainability and environment issues in courses and programs – Ongoing

Establishment of the Sustainability Development Committee – 2017



Social Impact Measurement Workshop – February 2018

Student Research Project Associated with SOWO Partnership – ongoing; 1<sup>st</sup> public presentation 2018



Food Wastage Campaign – August 2018

IMT campus cleanliness drive – September 2018



Masters student project (2019): Yash Jain, Roll No: 180201150, Title: PERFORMANCE, GOVERNANCE AND SUSTAINABILITY CHARACTERISTICS OF ADMIRER COMPANIES- AN EMPIRICAL EXAMINATION

## Principle 2: Values (Incorporation)

*We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

Guest Lecture Series – Bi-Monthly



Educational Tours – Bi-Monthly

Beach Clean-up – January 2018

Incorporating sustainability in annual fest of IMT Dubai, Vaudeville – March 2018 and March 2019

“Make A Difference” Donation Drive – March 2018

Emblazoned, now, on our corporate website page “Ethics, Responsibility, and Sustainability”.

## Principle 3: Method (Delivery)

*We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

Sustainable City Visit -  
September 2017



World Green Economy Summit – October 2017  
 Guest lectures, workshops, and seminars - ongoing  
 Educational tours – ongoing

Wellness Camp – October 2017

4th Edition of The Arab Women in Leadership and Business Summit – December 2017

Sustainable Communities Project in Kenya – Ongoing

IKEA Sustainable Logistics Guest Lecture – January 2018

Social Impact Measurement Workshop – February 2018

Recycling Educational Tour – March 2018

Co-hosting Dgrade Simple Bottles campaign – September 2018

Prime objective of our focus “Nurturing #NextGenLeaders” (CCSO framework and Corporate Passport)

In general, faculty use a variety of pedagogies to facilitate student learning about sustainability, the environment, and business ethics. As examples,

- Case pedagogy at post-graduate and executive levels—cases on environmentally-friendly products, processes and services (e.g., Safeblend Fracturing in business-to-business marketing).
- Lecture pedagogy at post-graduate and executive levels—examples that include why sustainability is important for companies and how they address in their business practices. In many of my lecture based sessions
- Self-Directed Learning—pre-class preparation that has an element of sustainability requiring students to differentiate or deliberate upon sustainability dimension to the preparation.
- Project component—student groups are required to add sustainability dimension to the project and statistically examine differences in consumer responses for green versus traditional products.
- White paper component—students investigate a topic from sustainability dimension as well and adopt multi-stakeholder perspective.
- Introduction of “Business Ethics Due Diligence” concept, template, case, and organisational analysis project.

#### Principle 4: Research

*We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social environmental and economic value.*

**Wellness Camp**

**MEDICURE**  
ميدكيور

**On 24-10-2017 From 2 pm to 7 pm at Hall No 10,11&12**

2 Pm to 3 Pm	: Free Medical Checkup. (Blood Sugar Level -Blood Pressure Level -Body Mass Index)
3 pm to 3.30 pm	: Health Talk on Breast Cancer Awareness, Adolescent Gynecology and Cervical Cancer Awareness.
3.30 pm to 4 pm	: Health Talk on Oral Hygiene.
4 pm to 7 pm	: Free Gynecology Consultation* & Free Dental Consultation.*

\*30 Slots each



**Dr. Shruti Garg**  
Specialist Gynecologist



**Dr Tarek Kamel**  
Dentist

Guarantee yourself a spot for the free consultation by getting in touch

Supported By: **Institute of Management Technology** Dubai

055 233 9331 | wellness@medicuregroup.com

## Research Outputs and Ongoing Projects

Alshuaibi, A., Hays, J., Pereseina, V. (under development). Sustainable Leadership in Higher Education in the Middle East and North Africa.

Hays, J., Pereseina, V., Alshuaibi, A., and Sala, J. (revision requested). Lessons in sustainable process paradigm. *International Journal of Management Education*.

Hays, J. (under review). Privilege, proviso, and paradox: leadership in—and for—a changing world. *International Journal of Complexity in Leadership and Management*.

Hays, J. (underway). Discontinuity, sustainability and critical learnership: development, dynamics, and demand. (journal article).

Hays, J., and Reinders, H. (in press). Viability of the Sustainable Development Ecosystem. *Encyclopedia*. IGI Global.

Hays, J., and Reinders, H. (under review). Sustainable learning and education: a curriculum for the future. *International Review of Education*.

Kumar, P. In-store experience quality and perceived credibility: A green retailer context. *Journal of Retailing and Consumer Services* (ISSN No. 0969-6989), 49 (July), 23-34.

Kumar, P. An analysis of the green consumer domain within sustainability research: 1975 to 2014. *Australasian Marketing Journal* (ISSN No. 1441-3582), 25 (2), 85-96.

Kumar, P. Intents of green advertisements. *Asia Pacific Journal of Marketing & Logistics* (ISSN No. 1355-5855), 29 (1), 70-79.

Kumar, P. State of green marketing research over 25 years (1990-2014): Literature survey and classification. *Marketing Intelligence & Planning* (ISSN No. 0263-4503), 34 (1), 137-158

Kumar, P. Factors affecting green product purchase decisions. *Marketing Intelligence & Planning*, 33 (3), 330-347.

Kumar, P. Greening retail: An Indian experience. *International Journal of Retail & Distribution Management* (ISSN No. 0959-0552), 42 (7), 613-625.

Rajesh, Sujit, Sumod , “ESG Initiatives and Wealth Creation for Firms –An Empirical Examination (Submitted to *Australasian Journal of Environmental Management*)

Reinders, H., and Hays, J. (under revision). Creativity and criticality in presencing (book chapter).

Saxena, R. and Kumar, B Rajesh. Greening for Sustainability: Green UAE-A classic example, *Interdisciplinary Environmental Review*, Inderscience Publications. (Forthcoming).

Also of note, ongoing research and projects:

Empirical research on sustainable business models.

Student research project “Sustainable Communities” associated with SOWO partnership.

Information quality and green brand judgments: The moderating roles of eco-label credibility and green product knowledge.

Do stories make ‘green’ brands trustworthy? Moderating role of consumer expertise.

## Principle 5: Partnership

*We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.*

Institutional partnerships [Architaly (educational partners), Dgrade, Etuix, IKEA, SOWO (industry partners)]

Association with UNGC UAE, PRIME local network – since November 2017

World Green Economy Summit – October 2017



Formation of Green Team (with ArchItaly and regional public and private schools) – October 2017

Green Team Workshop – January 2018

Recycling Educational Tour – March 2018

Co-hosting Dgrade Simple Bottles campaign – September 2018

IMT Business School Energy Assessment (2018) and Plans for Solar Power and Green Mobility

Partnership with SOWO (designated charity) – 2018 Onwards

PRIME local consortium – partnering with Zayed and Dubai Universities – 2018 Onwards



## Principle 6: Dialogue

*We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

World Green Economy Summit – October 2017

IMT Dubai student participation in Emirates Environmental Group organised regional competitions (Inter College Public Speaking Competition and Sustainable Workshop) – November 2017

4th Edition of The Arab Women in Leadership and Business Summit – December 2017

Emirates Green Schools Program – January 2018 – ongoing with second regional conference in February 2019. IMT serves as institutional knowledge partner.

Presentation on the devastating effects of waste (particularly plastic bottles and packaging) on camels in the Emirates at the Green Team Workshop – January 2018.

Incorporating sustainability in annual fest of IMT Business School, Vaudeville – March 2018

Kerala (India) Flood Relief campaign – August 2018



8<sup>th</sup> Annual MENA Regional Conference organised by PRiME local group “Social Enterprise in support of SDGs” – November 2018

Greenathon – March 2019

#### **Part IV. Measurement of Outcomes**

As a relatively new member of PRiME, IMT Business School Dubai is still translating ideals and aspirations with respect to the teaching and research of sustainability, the environment, and Corporate Social Responsibility into day-to-day operations, self-assessment, and strategic planning. That said, we are pleased to share achievements in the following areas:

Engagement with PRiME and UNGC: Students and faculty at IMT Business School are actively involved in a range of sustainable development and environmental initiatives. Senior business and academic management is strongly supportive of initiatives.

Increasing industry and community awareness: Participation and presentation in at least four regional conferences and summits; as official Knowledge Partner, hosting Dubai Green Schools program members 60+ schools in 2018 and 100+ in April 2019.

Building awareness and dispositions amongst university students: Over 400 students exposed in multiple ways over the year through guest lectures, campaigns, drives, camps, and increasing focus in courses. 20 students had instruction in measuring sustainable benefit. Inclusion of competitions and other activities in annual fest exposed hundreds of students from ten different institutions in Dubai in 2018 with larger impact expected in 2019. Study tours to industry partner plants (recycling and sustainable process) and regional sustainable hubs (smart city sites).

Contribution to science and extant literature: A dozen articles or chapters on sustainability published (or pending) in 2018 and 2019. One project ongoing with major practical implications (village as ecosystem).

Student skill development through projects benefitting society: Lighting Rural Kenya project brought illumination to impoverished homes in Kenya in 2018 and will make contributions to water security in 2019—at least ten students with significant exposure.

Reduced campus carbon footprint. Figures not available, but continuing reductions are assured as a result of a number of initiatives. First, campus energy assessment conducted. Second, plans drawn up for Green Mobility and solar power generation. Third, recycling initiatives underway for plastic and paper.

#### **Part V. Goals for 2019-2021**

In general, IMT Business School Dubai will continue to drive forward on research, industry and community engagement, and curriculum enhancement relating to its commitment to PRiME and the UNGC and their principles.

We aim to address the following specific objectives:

1. Every course will be reviewed to see that there is at least one learning objective, assessment, or instructional content piece related to sustainability, the environment, CSR, or other aspect of relevance to PRiME, and revised accordingly.
2. A baseline diagnostic will be designed and administered to all incoming day scholars and administered again upon completion of each year to assess forward movement in knowledge of sustainability, the environment, and CSR, and their relevance to business and management.
3. IMT Business School Dubai will continue to play a leading role in the local PRiME consortium, promoting collaborative research and projects, leading up to an annual conference late in 2019 or early 2020.
4. Every event (such as the annual Vaudeville festival and TedX) will have a review to ensure it incorporates and educates principles of sustainability and development of sustainable leadership and business practices.
5. IMT Business School Dubai will play a stronger role in promoting the ideals and principles of PRiME and the UNGC local business and community through edutainment, partnerships and collaborations, consultancies, and other forms of outreach and engagement.

## Appendix A

<b>Sustainable Development Goal (SDG) / PRiME Linkage</b>	<b>Project Synopsis</b>
SDG 2: Zero Hunger PRiME P2: Values	<b>Food Wastage Campaign - September 2017</b> Awareness campaign was done through e-posters in the student mess for a week. The campaign's objective was to make the students self-aware and reduce the food wastage habit.
PRiME P1: Purpose PRiME P5: Dialogue SDC 4, 11	<b>Sustainable City Visit - September 2017</b> In the tour to Sustainable City of Dubai, the participants came across implementations that were helping in making the city more sustainable – environmentally, economically and socially. They learned about the waste management systems, energy solutions, community integration activity structures put in place.
PRiME P1: Purpose PRiME P5: Partnership SDG 17: Partnerships for the Goals	<b>Formation of Green Team – October 2017</b> IMT Dubai became the first official Knowledge Partner of the “Green Team Programme” launched by Architaly Green Energy DMCC which is part of the "UAE National Schools Environmental Protection Program" conducted by the MENA Clean Energy Business Council.
PRiME P1: Purpose SDG 3, 8	<b>Wellness Camp – October 2017</b> A wellness camp was conducted by the college in collaboration with Medicure where the committee members assisted in the coordination and setup of the camp. Students, staff and faculty, along with the Director participated in the camp where they had a general check-up, diagnosis of blood sugar level, blood pressure level and body mass index. Health talk on oral hygiene and dental consultation was conducted for the participants.
PRiME P1: Purpose PRiME P6: Dialogue	<b>World Green Economy Summit – October 2017</b> In the World Green Economy Summit, committee members attended the seminars by speakers from private organisations and government institutions regarding the current and future outlook of sustainable development, youth discussion forum about the sustainability practice of the youth of Dubai. The committee members also went through a parallel event, where, many companies demonstrated their innovative solutions for a greener sustainable living and interacted with some to find sustainability solutions for IMT.
SDG 3: Good Health and Well-being PRiME P2: Values	<b>Yoga – November 2017</b> A Yoga session was organised for the students, faculty and staff members in the campus of IMT Dubai in collaboration with Divine Yoga, Dubai, where an enthusiastic crowd of fifty relieved stress and learned about the benefits of yoga and meditation for good health and wellbeing in the amphitheatre for a two hour session.
PRiME P5: Partnership PRiME P6: Dialogue	<b>EEG intercollege regional events – November 2017</b> IMT Dubai student participated in Emirates Environmental Group organised regional competitions (Inter College Public Speaking Competition and Sustainable Workshop). The students presented and debated on the various topics around SDGs.
PRiME P1: Purpose PRiME P5: Partnership PRiME P6: Dialogue SDG 17	<b>Association with UNGC UAE – November 2017</b> SDC students presented their sustainability projects to UNGC Local network at Dubai Land Department. A COP (Communication-on-Progress) training was provided by one of the UNGC UAE Youth Ambassadors for SDC members. Two members were selected as UNGC UAE Youth Ambassadors.

PRiME P6: Dialogue SDG 5: Gender Equality	<b>4th Edition of The Arab Women in Leadership and Business Summit</b> – December 2017 Supporting and participating in the conference.
PRiME P1: Purpose PRiME P2: Values	<b>Beach Clean-up</b> – January 2018 The <u>Green Wolves ladies team of IMT Dubai</u> organised a beach clean-up at Al Mamzar Park. The clean-up was in support of delivering against the sustainable development goal. It was acknowledged by the local community.
PRiME P1: Purpose PRiME P5: Partnership PRiME P6: Dialogue SDG 16, 17	<b>Green Team Workshop</b> – January 2018 IMT Dubai organised the Green Team Workshop as a part of the Green Team Program created by Architaly Green Energy DMCC. Representatives from more than 80 schools came from Dubai, Abu Dhabi and Northern Emirates and attended the workshop. Schools currently a part and those joining the Green Team Program shared experiences and delivered insights to "green" practices. We had highly inspirational speeches about the respective "green activities" of the schools as well. The participants of the workshop were connected in a discussion platform, which is a forum for discussing different sustainability issues, actions undertaken and current happenings in the field.
PRiME P1: Purpose PRiME P3: Method	<b>Guest Lecture</b> – January 2018 IMT Dubai had their first guest to talk on sustainability – Hani Abdel Razeq, Sustainability Developer of IKEA Distribution Center, who spoke about IKEA's People and Planet Positive Strategy. The students of IMT were made aware of how IKEA and the industry have been taking steps to achieve sustainable businesses.
PRiME P1: Purpose PRiME P3: Method	<b>Social Impact Measurement Workshop</b> – February 2018 Tena Pick, Co-founder and CEO of The Sustainability Platform, conducted a workshop on Measurements of Sustainable Initiatives at IMT. The workshop's objective was to enable the students to have a basic understanding on how to measure the impact of sustainable activities, whether social, environmental or economic.
PRiME P1: Purpose PRiME P3: Method PRiME P5: Partnership SDG 11: Sustainable cities and communities	<b>Recycling Educational Tour</b> – March 2018 Tadweer (Dubai) co-arranged an educational trip to their recycling facility in Dubai International City, for the students and the faculty of IMT Dubai. The participants had an engaging trip around the plant; they experienced the recycling demonstration first-hand and got to know the intricacies of the process and the business operations of Tadweer.
PRiME P1: Purpose SDG 10, 17	<b>"Make A Difference" Donation Drive</b> – March 2018 A donation drive was arranged to facilitate SOWO (Safeguard Orphans and Widows Organisation), partner of IMT Dubai, which supported the distressed in Kenya. Contributions were made in the form of old clothes, shoes, bed linen, books and stationery.
PRiME P1: Purpose PRiME P2: Values PRiME P3: Method PRiME P5: Partnership PRiME P8: Dialogue SDG 11, 17	<b>Incorporating sustainability in annual fest of IMT Dubai, Vaudeville</b> – March 2018 The focus of the SDC was to implement sustainable solutions in the Vaudeville event and spread the idea of sustainability. This was implemented with the help of sustainable partners DGrade, Oasis, and Tadweer. DGrade provided T-shirts for volunteers made from recycled plastic bottles. Oasis provided waste segregation bins and additional bins to collect the waste during event. Tadweer collected the generated waste to recycle it. Tadweer also provided waste segregation bins to collect waste.  A short film competition "CUT TO THE SCENE" was organised in collaboration with the Movie Club. The focus was on creating awareness about the importance of sustainability in different spheres of life. The participants were asked to make themselves aware about the SDGs from the UNGC website and choose any one or multiple SDGs as the theme of their film.

PRiME P1: Purpose PRiME P5: Partnership SDG 16, 17: Peace, Justice, Strong Institutions, Partnerships for the Goals	<b>Partnership with SOWO – 2018 Onwards</b> IMT Dubai facilitated SOWO in registering in Dubai. Donation drives were conducted. IMT Dubai plans to initiate several other drives to help SOWO in their cause. In pipeline are short term projects for students at IMT Dubai related to marketing, finance, operations and logistics improvement, current projects related to food, water and renewable energy via direct and virtual means.
SDG 16: PRiME P1: Purpose	<b>‘Do for Kerala’ Kerala Flood Relief campaign – August 2018</b> Awareness online campaign to support the relief actions in Kerala, India after the devastating flood. The video about the events in Kerala and the flood consequences were distributed within IMT Dubai and further with the link to contribute and support the victims.
SDG 3: Good Health and Well-Being SDG 12: Responsible Consumption and Production	<b>IMT campus cleanliness drive – September 2018</b> Cleaning up non-degradable trash and making environment healthier and sustainable along with Awareness Community organised during drive on “World Clean-up Day”.
PRiME P3: Method PRiME P5: Partnership PRiME P6: Dialogue SDG 11, 17	<b>Co-hosting Dgrade Simple Bottles campaign – September 2018</b> Supporting Dgrade in their Simple Bottles campaign, hosting UAE schools at IMT Dubai facilities.
SDG 9: Industry, Innovation, and Infrastructure	<b>Etux guest lecture – October 2018</b> The guest lecture from the upcycle company, illustrating the sustainable business model, was organised by SDC committee for all the students on campus.
PRiME P1: Purpose PRiME P4: Research PRiME P6: Dialogue	<b>Solar Decathlon Middle East 2018 – November 2018</b> Study visit to the Solar Decathlon, a sustainable solar house competition. The major challenge for the participating teams was to design solar-powered smart homes that adapt to the heat, dust and high humidity of the Middle-East region. Students observed a lot of cutting edge technologies in regard to sustainable communities.
PRiME P1: Purpose P3: Methods P5: Partnership P6: Dialogue	<b>8th Annual MENA Regional Conference – November 2018</b> 8th Annual MENA Regional Conference led by Zayed University with the help of PRiME local group (including IMT Dubai) on the theme “Social Enterprise in support of Sustainable Development Goals”. SDC students and mentor participated in the conference, helping with organisation, attending the Sustainable City visit (students, educators, business, government involved in the discussion).
PRiME P4: Research SDG 11	<b>Empirical research on sustainable business models – 2017 ongoing</b> The empirical base are the observations and interviews with the local sustainability entrepreneurs. This research aims to describe the success cases of sustainable business models in the area. 5 companies in diverse industries show the leading examples on doing business right in the challenging conditions.
PRiME Principles 1-6 SDGs 1, 2, 3, 4, 6, 7, 8, 11, 17	<b>Student Research Project Associated with SOWO Partnership – 2018 ongoing</b> The project “Sustainable Communities: A Pilot Project in Kenya Based on Principles of Sustainability, Design Thinking, and Microecosystem Functioning” currently engages five MBA students conducting research and laying groundwork for sustainability project in rural Kenya. Project involves partnering with educational institutions in Nairobi.

**Table 1.** PRiME and UNGS-related Projects 2017-2019.